

Message Text

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E.O. 11652: N/A

TAGS: BFOL, GW

SUBJECT: ADS REQUEST - AHMED D. MUSTAFA, SAN DIEGO, CAL.

1. SUBJECT ADS INVOLVES A PRODUCT WHICH MUST RECEIVE THE APPROVAL OF THE GERMAN FEDERAL POSTAL MINISTRY AND ITS TECHNICAL TELECOMMUNICATIONS CENTER (FERNMELDE-TECHNISCHES ZENTRALAMT) IN DARMSTADT PRIOR TO ITS USE IN GERMANY ON THE SWITCHED TELEPHONE NETWORK. AGENTS WE HAVE CONTACTED ARE RELUCTANT TO INDICATE AN INTEREST IN THE PRODUCT UNTIL SUCH APPROVAL IS FORTHCOMING. SINCE THE PROCEDURE FOR OBTAINING APPROVAL CAN BE TIME CONSUMING AND DIFFICULT, THE AMERICAN FIRM SHOULD CONSIDER SENDING ONE OF ITS EXECUTIVES TO GERMANY FOR THE PURPOSE OF CONTACTING THE MINISTRY AND ALSO TO DISCUSS THE TECHNICAL MERITS OF THE PRODUCT WITH AGENTS WHO MIGHT BE WILLING, FOR A FEE, TO WORK WITH THE MINISTRY IN OBTAINING OFFICIAL APPROVAL.

2. IT SHOULD BE NOTED THAT IN THE PAST, THE MINISTRY HAS RARELY APPROVED FOREIGN EQUIPMENT FOR USE ON THE PUBLIC TELEPHONE NETWORK WITHOUT ASSURANCE THAT SERVICE AND SPARE PARTS WERE READILY AVAILABLE IN GERMANY OR IN NEIGHBORING COMMON MARKET COUNTRIES. THE US FIRM MUST THEREFORE GIVE SERIOUS CONSIDERATION TO DEVELOPING AND AFTER-SALES SERVICING ORGANIZATION IF IT WISHES TO

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BREAK INTO THE GERMAN MARKET.

3. ALTHOUGH WE ARE NOT TECHNICALLY QUALIFIED TO JUDGE WHETHER THE SUBJECT PRODUCT IS COMPETITIVE IN GERMANY, WE WOULD BE GLAD TO ASSIST THE FIRM IN SETTING UP APPROPRIATE APPOINTMENTS IN THIS FIELD, SHOULD IT WISH TO SEND A REPRESENTATIVE TO GERMANY FOR THAT PURPOSE. BEFORE SUGGESTING THIS PROCEDURE TO THE US FIRM, HOWEVER, WE WOULD APPRECIATE INFORMATION ON THE STATUS OF THE FIRM SINCE WE ARE UNABLE TO LOCATE ANY REFERENCE TO IT IN SOURCES AVAILABLE TO US.

APPROVING OFFICER: STANLEY P. HARRIS COMMERCIAL ATTACHE

HILLENBRAND

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